

Partnerships

How can partnerships help my organization with outreach?

Although you can conduct SNAP outreach alone, your efforts will be more successful if you work with like-minded organizations. Since only employees of local SNAP offices can certify clients for benefits, one of your most critical partners is your local SNAP office. It is important to establish a relationship with their employees before implementing your outreach efforts.

Partnerships with other groups can expand your ability to get the word out about SNAP benefits by:

- Gaining entry into new demographic and geographic areas;
- Providing new avenues of communication;
- Increasing the visibility and credibility of your message through a unified community voice;
- Leveraging your limited resources and making sure your efforts are not duplicative.

Here is what you will find in this section:

- Ten steps for establishing a partnership;
- Useful template materials that can be tailored for local needs; and
- Examples of outreach and partnership materials.

What if I have questions about outreach and partnerships?

Go to the SNAP Web site at <http://www.fns.usda.gov/snap/outreach/default.htm>. There you will find free materials, such as fliers, brochures, and radio and television public service announcements (PSAs) as well as general information about outreach and promising practices.

Learn from your colleagues by joining the Food Stamp Outreach Coalition, a nationwide network of advocacy groups and partner organizations that work to promote the health and nutrition benefits of SNAP. Formed in 2003, this core group of national food banks, community and faith-based groups, and service organizations work together to end hunger and improve nutrition.

For more information about the Coalition, please visit the Web site at <http://www.fns.usda.gov/snap/outreach/about.htm>.

If you have other questions about outreach or this toolkit, please contact us at SNAPOUTREACH@fns.usda.gov.

What are the steps for developing and maintaining a partnership?

It is important to establish a framework and timeline for your partnership. The following 10 steps can help you establish a plan or respond to requests from other groups who want to discuss partnership opportunities:

10 Steps To Developing And Maintaining Partnerships

1. Meet local SNAP office employees
2. Select a target audience
3. Determine which partners will effectively reach your target audience
4. Research, develop needs assessment and prepare accordingly
5. Contact your prospective partners
6. Jointly establish your outreach plan
7. Confirm partnership roles and responsibilities
8. Stay in touch with your partners
9. Evaluate your partnership and effectiveness of outreach efforts
10. Share your successes

Step 1 Meet Local Snap Office

One of your most important partners is your local SNAP office. You may need to work through these 10 steps with your local SNAP office even before you work through them with other potential partners. It is important to keep the SNAP office informed and updated as you move forward with your plans with other partners.

There are several important reasons to inform your local office at an early stage in your planning:

- Possible funding opportunities through the State outreach plan. Provide the local office with outreach plan information, if needed, and give them time to check to see if the [State has a plan](#). If there is a plan, you may want to explore how your organization can be included in the plan.
- A local SNAP office may participate in a community/county board, task force, coalition or be working with contractors/grantees on nutrition education or outreach efforts.
- Only a local SNAP office can certify applicants for the Program. Local offices need to know your plans so employees can be informed about the project, plan for an increase in calls or applications, or help with evaluation.
- Customer service at local offices is critical to the success of your project. The local office may need time to implement new customer service procedures (e.g., arranging for more phone or email coverage or assigning more workers to intake) before the campaign is launched. To be successful, work together to make sure there are no customer service barriers when applicants contact the local office.
- The local office may need to review outreach activities already in place at the county and State level, as well as State policies on specific aspects of partnership.

- The local or State office can also provide or help you obtain a wealth of information, including:
 - Data on underserved populations in your community;
 - Updates on outreach activities already being conducted so you can enhance current efforts and avoid duplication of work;
 - Information on other organizations they routinely work with;
 - Information about local office services such as business hours, locations, off-site schedules, and phone numbers. This is important because some local offices may have multiple offices or may visit or have employees stationed at partner sites;
 - Application forms, informational materials, papers, or links to prescreening tools, or links to Web-based application forms;
 - Assistance with tracking and administrative data (this is especially important in evaluating the effectiveness of your efforts); and,
 - Assistance in training your employees, partners, or volunteers.

Step 2 Select A Target Audience

Decide which populations you want to reach through your outreach activities. National SNAP data shows that the most hard-to-reach and underserved populations are seniors (age 60 and older), immigrants, and the working poor. However, the target audience for your community may be different.

For example, your community may have a large number of homeless individuals, veterans, or recently unemployed individuals. By developing partnerships early, you can complete or update a community needs assessment to discuss:

- Which populations in your community tend to be underserved, where they tend to congregate, and which organizations are trusted.
- Materials available to reach your audience. This could be an opportunity to co-brand materials.
- Your local SNAP office or other organizations may know about other campaigns that are occurring.

Step 3 Choose Partners

To decide whom to choose as partners, brainstorm and make a list of organizations that your target audience trusts and whose services they regularly use. Seek advice from others:

- Ask the local SNAP office what organizations they work with and are trusted by their clients.
- Consult with the SNAP office on whether there is a State outreach plan. Also, ask local offices what types of outreach they conduct (e.g., local office may visit a senior center monthly to interview and accept application forms).
- Ask staff in your office which organizations they work with on a regular basis.
- Take advantage of any advisory groups, county boards, or task forces that work with your organization to determine how best to reach the target group.
- Ask existing partners for input about other groups that might be interested in this outreach effort.
- Ask your customers for the names of groups or channels they regularly go to for information.

See page [11](#) for a list of potential partners.

Special Consideration For Business Partners

Although local businesses have a genuine interest in helping out the needy in their community and will most likely have a formal community relations staff member, they also are driven by profit motivation and will have to think about their bottom line. If you plan to approach a local business or retailer about partnership, you may have to emphasize the [economic arguments](#) for participation in your project.

(See “[Introduction](#)” section for SNAP fact sheet.) Be sure you can tell retailers how SNAP participation helps their business thrive. Be sure you can tell employers how participation in SNAP will help their employees. Be prepared to discuss any public relations concerns and, if necessary, help them frame their messaging.

See pages [12-13](#) for a list of activities for outreach partnerships.

Step 4 Research

Research And Get Prepared

Increase your chances of success by being prepared before you contact your prospective partner.

Research

Take time to learn if there is a community needs assessment. You may start with the local SNAP office to see if there is an outreach plan in place. You may also consult with other outreach providers, organizations, public officials, or advocates. If there is no existing needs assessment, you may want to host a meeting to get one started. If there is an assessment place, review it and see if any adjustments are needed.

Also, learn as much as you can about prospective partners. Make sure you understand the role the organization plays in the community and whom the organization serves. These are some ways you can do this:

- Ask others in your office what they know about the prospective partner.
- Ask if anyone in your office has the name of a contact.
- Study the organization's Web site.

Get Prepared

Collect your ideas. Be prepared for questions your partner may ask. Be sure you can:

- Provide a brief overview of your organization.
- For community partners, promote the health and [economic benefits](#) of SNAP.
- Present the partnership as a “win-win” situation for all parties.
- Explain the role partners can play to assist potentially eligible people in accessing SNAP.
- If the SNAP office is one of your partners, explain the role the local office plays in your project.
- Discuss the importance of the project and the benefits of working with your organization. Explain how you can help their customers learn about and apply for SNAP benefits.



Tips & Tools

A community needs assessment can help your organization learn about other organizations who are targeting your audience.

Discussions may lead to ideas that can save your organization dollars (e.g., developing and printing a combined brochure or multiple program outreach efforts.)

Step 5 Contact Potential Partners

As you approach potential partners, remember that enthusiasm goes a long way. But if a potential partner says no to your ideas, don't get discouraged. Your ideas might not fit into their schedule right now, but they may be willing to revisit the discussion at a later date. In the meantime, there will be other partnership opportunities. Try the next organization on your list.

Call

Ask people in your organization for a contact name. If no one has a contact name, check out the Web site. Call the potential partner to start the ball rolling and gauge their interest. Here are some tips for making this initial call:

- Practice your talking points in advance. Do this regardless of whether you are talking to an acquaintance or someone you don't know. (See the "[Media Outreach](#)" section for a pitch script.)
- Don't just read directly from the script; personalize and use a conversational tone.
- Be respectful of your contact's time; ask if it is a good time for a conversation. Often these calls are best if they are pre-scheduled.
- Offer to schedule an appointment to conduct a meeting in person.
- Invite them to your offices for a tour and a brief overview of your proposed project.

Write

If you can't reach your contact by phone, send an email or letter. Here are some tips on composing your email or letter:

- Personalize and localize the information as much as possible. Your partner will want to know why you selected their group and what role you will want them to play in the project. (Sample partner letter is at the end of this chapter)
- Provide statistics on why outreach should be conducted in your community.
- Keep the letter short and to the point.
- Proofread your letter before sending it out.
- Promise to follow up. Don't wait for a call. Post a reminder on your calendar and call back in a few days.

Meet

If you have scheduled a meeting with your partners, here are some helpful tips for a successful meeting:

- Confirm the meeting date, time, and any equipment a day or two before the scheduled meeting.
- Send an agenda and some informational materials by email or mail before the meeting. Include a list of meeting participants.
- Tailor your presentation to your audience. Take along materials from this toolkit or your agency that are appropriate to your audience, and leave materials for the partner to review after the meeting.
- Provide your partners with information about the nutrition and economic benefits of SNAP. If you are talking with a local SNAP office, discuss how your organization will conduct prescreening or provide application assistance, and how they will submit the application forms. Clear procedures are needed to protect the date the application was filed.
- Specify your role in this project.
- Be clear and direct about how you would like them to be involved and what they can expect in return.
- Be clear on funding. If there is no funding available, be sure that is understood. You may also want to discuss [State outreach plans](#) and the process to obtain funding.
- Bring your partnership ideas to the table.
- Listen to the ideas your future partners have.
- Look professional, be on time, and be respectful of their time.

Step 6 Establish Your Strategy

Once you and your partner have agreed to work together, take some time to jointly establish a plan for your outreach. Discuss your goals and the strategies or activities you will use to reach those goals.

Examples of Outreach Goals

- Educate people about the nutrition and economic benefits of SNAP (e.g., presentations, distribution of materials, public service announcements, promotion of EBT card, etc.)
- Increase the number of organizations that invite local SNAP offices to their facilities for presentations, application assistance, or certification interviews. Increase the number of application forms distributed at locations such as food banks, health centers, retail stores, unemployment offices, and technical colleges.
- Increase the number of individuals prescreened for SNAP benefits at partner organizations.
- Increase the number of callers to a local/State toll-free number. You may wish to check out the local 211 number.
- Increase media coverage about the benefits of SNAP participation.
- Increase the number of visitors to a local Web site that contains community resources or other information.
- Increase the number of locations offering extended day and weekend SNAP application assistance.

You will also want to discuss the following issues with your new partner:

- How many people do you want to reach?
- What are the roles and responsibilities of each partner?
- How will funding be handled? Will Federal reimbursement be acquired through the State outreach plan or a grant?
- How will you evaluate your work and determine success?
- How will problems and disputes be identified and resolved?

Step 7 Confirm Responsibilities

Confirm your partnership arrangements in writing by sending a letter to your new partner(s). If the partnership is straightforward, this document can be simple. Just list the details of the partnership. You may want to include a summary of the role and responsibilities of each partner. A partner agreement letter template is at the end of this chapter.



Using Volunteers

Volunteers are enthusiastic and eager to help. If your plan calls for the use of volunteers, be sure you discuss these issues with your partner as well:

- How will you train volunteers to let them know what they can and can't do? For example, they can schedule appointments and fill out application forms, and obtain verification documents, but they cannot certify households for SNAP benefits.
- How will you educate volunteers about SNAP?
- How will you handle volunteer turnover?
- How will you thank your volunteers?
- How will you ensure client confidentiality?

Step 8 Stay In Touch

Once your partnership is established and outreach is underway, keep your partners informed and involved. It is especially important to keep the local SNAP office informed of your work. Give them advance notice of, and invite them to, any events or special projects that you host.

Here are some suggestions to help maintain your partnership:

- Update your partners on activities. Be sure to call or meet periodically to check in on how things are going, identify challenges, and share best practices.
- Send periodic "thank you" notes to partners and volunteers including local office workers. Let them know how many new people are getting the benefits of SNAP as a result of their efforts.
- Offer to include your partners in promotional activities, such as a newsletter or an event.



Establishing and Maintaining a Strong Partnership

Present the partnership as a "win-win" situation for all parties. Emphasize the positive local economic impact of increased participation.

- Agree on goals and objectives.
- Develop clearly defined roles and responsibilities.
- Practice clear and frequent communications.
- Show appreciation through recognition.

Step 9 Evaluate Your Partnerships

Although partnerships can be time-consuming, they can also be a valuable part of your work. It is important to track the value of these collaborations so that you can determine if you met your goals and what did and didn't work. You can use either process measures, outcome measures, or both, depending on the nature of your partnership.

Partnership Process Measures

- Has the number of partnerships increased since you began your alliance-building program? If not, why?
- When you established your partnerships, you began with a clear list of expectations. Are those expectations being met? If not, why?
- Do staff who are working on the partnerships feel it is proceeding well? What could be done differently?
- Do your partners approach you with new and creative ideas for working together?
- How are those suggestions addressed?
- Have your partners provided you with new information and expertise?
- Have you integrated these ideas into your outreach efforts?

Partnership Outcome Measures

- Have you seen an increase in calls to your local number? How did people learn of the number? What information are callers requesting?
- When clients call or visit the local SNAP office, are they asked how they learned about SNAP? Was it from your outreach effort? If these clients were a part of your project, does the local office staff think they are better prepared (for instance, form filled out and verification documents in hand) for the certification interview?
- Work with the local SNAP office to assign a code (such as a color, label, or number) for your organization that is placed on all applications that you distribute. Ask the local office if they can track this information and report back to you, or provide you with the technology to track these cases yourself.
- Has your ability to reach the target audience improved? Have more people from the target audience called or come into your office or visited the local SNAP office as a result of a partnership? Has participation increased? If not, why?
- If you host an event, such as prescreening at a grocery store, track the number of people in attendance and the number of applicants prescreened for SNAP benefits. Don't just prescreen, help people gather the information needed for the certification interview.
- Follow up with the local office to determine how many of the applications your organization submitted were approved or denied benefits. If possible, try to obtain reasons for denial. This can help you assess your training program. If approved, try to get the benefit amount to help you demonstrate the economic benefit to your community.
- If informational materials were distributed, track what materials were used and how many were given out.
- Did your partner help generate media coverage that increases the awareness of SNAP benefits? Keep track of the media clips.

Step 10 Share Your Success

Once you demonstrate success, share it! By sharing your outreach and partnership successes, other organizations will clearly see the value and benefits of joining in the outreach effort. You can:

- Mention your current partners when presenting or attending meetings and conferences.
- Write up your success and [submit](#) it on SNAP's [Promising Outreach Practices](#) Web page.
- Nominate your local office as a [Hunger Champion](#).
- Submit editorials to local newspapers, participate in other media campaigns and draft articles for inclusion in newsletters.

Potential Partners

Community Service Groups

- Food banks and pantries
- Community action agencies
- Homeless shelters and soup kitchens
- Family support centers (e.g., day care, domestic violence shelters, literacy, utility assistance programs)
- Legal Aid
- Salvation Army
- Goodwill
- Voluntary Income Tax Assistance (VITA) locations

Faith-Based Organizations

- Churches
- Temples
- Mosques
- Synagogues

City, County, State, Or Federal Government

- Local SNAP offices
- Local health department
- Employment assistance offices, including one-stop career centers
- Schools and technical colleges
- Department of Motor Vehicles
- Property tax offices
- Mayor or city or county officials
- Housing projects
- Federal agencies (for prisoners with imminent release)
- Local Social Security office
- Local military bases or installations
- Local or regional IRS offices

Business And Labor

- Employers
- Grocery stores
- Local unions
- Transit providers
- Utility companies

Medical Community

- Doctors
- Hospitals
- Pharmacies
- Community Health Centers
- Medicaid offices
- WIC offices

Seniors' Groups

- Assisted living facilities
- Area Agencies on Aging
- AARP Foundation chapters
- Meals-on-Wheels program

Immigrant Groups

- Local consulates
- Clubes de Oriundos
- Immigrant service organizations (e.g., the Michoacan Federation, Lao American Community Service)

Media Organizations

- Radio
- TV
- Newspapers
- Internet
- Blogs
- Twitter
- Facebook
- YouTube

Activities For Potential Outreach Partnerships

Community groups/agencies/other organizations can:

- Conduct SNAP eligibility prescreenings.
- Provide application assistance. Distribute SNAP application forms and help potential clients fill out the forms. Explain to potential applicants what types of information and documentation the local SNAP office will need in order to complete the application process. Outreach providers may assist applicants in collecting the documents and provide translation services, when appropriate.
- Include information about the nutrition and health benefits of SNAP in newsletters or other local outreach materials.
- Display posters or fliers in lobbies, waiting areas, employee break areas, health clinic checkout areas, nutrition education rooms, etc. Local informational materials may be posted to show where/when outreach workers will be available to assist potential applicants.
- Post information on Web site and link to Step 1, the FNS eligibility prescreening tool.
- Provide SNAP information or giveaways at community events such as health or county fairs.
- Host a “nutrition/health fair” to promote SNAP benefits.

Retailers/grocers can:

- Play PSAs on in-store radio.
- Include fliers and brochures in mailings and weekly circulars.
- Include SNAP benefit information on store receipts and in grocery bags.
- Print SNAP information on grocery bags. Make it lively—a grocery bag image containing the national toll-free number is available from USDA. Advertise SNAP information on grocery carts.
- Design, produce, and post promotional materials about SNAP benefits in the store — posters, banners, floor graphics, recipe cards, etc.
- Provide SNAP information in the checkout display area.
- Underwrite paid advertising on local media.
- Underwrite printing of [outreach](#) materials.
- Allow eligibility prescreening to be conducted in the store or outside of it.
- Underwrite the hiring of outreach workers in partner agencies.
- Underwrite the salary of an outstationed eligibility worker.
- Underwrite a mobile office to conduct application assistance at all of their stores in a State or region.

Activities For Potential Outreach Partnerships

Pharmacies can:

- Include SNAP information on the patient information form that is stapled to prescription drugs.
- Include information in circulars.
- Air PSAs on in-store radio.
- Advertise SNAP information on shopping carts.
- Post information on pharmacy Web sites.
- Encourage sponsorship of health fairs where prescreening for benefits can take place.
- Allow outreach and application assistance in stores.

Employers can:

- Include SNAP information in new employee packets, newsletters, job training programs, etc.
- Put a notice about a local or national toll-free number on paycheck stubs.
- Make periodic announcements about SNAP over the intercom system.
- Post SNAP information on bulletin boards.
- Invite outreach providers or SNAP workers onsite to discuss program requirements, conduct prescreenings or certification interviews.

Transit companies can:

- Provide free advertising space on bus shelters, buses, and subways/light rail.
- Include fliers and brochures in mailings.

Utility companies can:

- Put SNAP benefits information in newsletters.
- Print information on utility bills.
- Enclose insert along with invoice.
- Allow organizations to give out informational materials or prescreen and conduct application assistance for SNAP benefits onsite.

Media organizations can:

- Air [public service announcements \(PSAs\)](#). Provide a disc jockey or on-air celebrity to be the official spokesperson of your outreach effort, or make an appearance at community events, such as a “nutrition fair.”
- Serve as a media advisor to your outreach efforts.
- Introduce groups to local businesses who may be interested in funding newspaper, radio, or TV ads.
- Obtain celebrity endorsers of SNAP outreach.

Get Involved!

Partners With A Common Goal

Community and faith-based groups, retailers, and anti-hunger advocacy groups across the country have a common goal to reduce hunger, improve nutrition, and increase economic activity.

Strength In Numbers

By coming together in partnership, we can advance our efforts to inform individuals and families in our communities about SNAP, ensuring that everyone can eat right, even when money's tight.

Raising Awareness

There are a number of ways you can help inform members of your community about the nutrition benefits of SNAP.

Ways To Inform Members Of Your Community

- Order and hang free fliers on bulletin boards in offices, lobbies, or lunch/break rooms.
- Provide free SNAP resources including USDA's free tri-fold brochures and bookmarks (available in English and Spanish) for waiting rooms, health fairs, libraries, and community centers.
- Insert free SNAP materials in grocery bags, informational packets, new employee materials, etc.
- Include the SNAP toll-free number or Web site (www.fns.usda.gov/snap) on promotional pieces such as posters, fliers, milk or egg cartons, paper or plastic bags, store receipts, and in-store displays.
- Include information about Step 1, SNAP's online prescreening tool and application assistance in promotional pieces or make arrangements with employers or senior groups to allow individuals to use the prescreening tool to learn about their possible eligibility for SNAP benefits.
- Publish an article about the nutrition benefits of SNAP in your employee or group newsletters and magazines.
- Broadcast SNAP [public service announcements \(PSAs\)](#) at your store or company or use your contacts to get donated time at radio stations.
- Add a link to www.usda.gov/snap from your Web page.
- Host a special SNAP prescreening event, cooking demonstration, or information fair.
- Volunteer at an activity to raise awareness about SNAP (options could include helping at a food pantry or food bank, soup kitchen, or prescreening event).
- Subscribe to the [SNAP Outreach Coalition listserv](#) and learn about other outreach efforts taking place across the country.
- Encourage the use of online application tools, where appropriate.

10 Ideas for Retailer SNAP Outreach

Help your customers learn about the nutrition benefits of SNAP.

SNAP benefits bring Federal funds into your community that can increase sales at your store and act as an immediate economic stimulus. With SNAP benefits, your low-income customers can purchase more healthy foods such as fruits and vegetables, whole-grain foods, and dairy products. This increases total economic activity in your community by freeing up family budgets to make additional purchases which in turn increase productivity and demand. For every \$5.00 redeemed in SNAP benefits, as much as \$9.20 in additional economic activity is generated. As a retailer, you can:

1. **DISPLAY** SNAP posters, fliers, magnets, and other materials. Go to <http://snap.ntis.gov> for free USDA materials and promotional items.
2. **FORM** partnerships with local groups such as food banks, anti-hunger groups, or other community or faith-based groups and invite them to staff an information table to give out SNAP information or prescreen customers for eligibility and conduct application assistance. Also, host nutritious food tastings or cooking demonstrations. Give out recipe cards that contain nutrition information and the national or local SNAP toll-free number.
3. **PUT** SNAP information, such as national or local SNAP toll-free numbers, on grocery bags and in weekly circulars and bulletins.
4. **PUBLISH** SNAP materials in languages spoken in your community.
5. **PRINT** SNAP promotional messages on store receipts.
6. **BROADCAST** SNAP public service announcements in the store.
7. **EDUCATE** cashiers about the benefits of SNAP.
8. **ENCOURAGE** EBT processors to add recorded messages to help-desk numbers promoting the nutrition benefits of SNAP and encouraging SNAP clients to “tell a friend.”
9. **UNDERWRITE** the cost of outreach worker salaries at partner agencies.
10. **UNDERWRITE** the salary of an outstationed SNAP eligibility worker.

The Benefits of SNAP

The Program Helps Low-Income Families:

- Stretch food dollars. Those receiving SNAP benefits spend more money on food than other low-income households.
- Fight obesity through education. Nutrition educators teach SNAP participants the importance of a quality diet, how to prepare healthy low-cost meals, and how to make healthy choices.
- Put more food on the table for their children. SNAP benefits are an investment in our future.
- Keep older adult family members independent. For seniors, participation can help improve nutrition status and overall health, and increase independence.
- Transition to self-sufficiency. SNAP helps participants become financially stable and provides needed support as they transition to self-sufficiency. Half of all new participants leave the program within nine months.



Tips & Tools

Within your community, there may be a host of potential partners interested in joining your effort to boost SNAP enrollment and inform people of the nutrition benefits of the program. Retailers, businesses, community-based organizations, and government entities can all play a vital role in SNAP outreach.

The Program Helps States and Local Economies By:

- Supporting local food retailers.
- Every \$5 in new SNAP benefits generates as much as \$9.20 in economic activity.
- Supporting [farmers](#).
- Leveraging Federal funds. SNAP benefits are Federal funds. By partnering with FNS and increasing the number of people in SNAP, States can bring Federal money into their States and communities.

The Program Helps Businesses and Workers:

- Achieve optimal performance. Employees whose food needs are met at home may have higher productivity and take fewer sick days for themselves and their children.
- Attain self-sufficiency. SNAP benefits supplement the food budgets of low-income workers so they can stay independent, work toward self-sufficiency and purchase additional household necessities.

Partner Letter Template

[DATE]

[NAME]

[TITLE]

[BUSINESS/ORGANIZATION]

[ADDRESS]

[CITY], [STATE] [ZIP CODE]

Dear Mr./Ms. [NAME]:

The Supplemental Nutrition Assistance Program (SNAP) is the first line of defense against hunger. On behalf of [ORGANIZATION NAME], I am writing to invite you to lend your support to [STATE/CITY/TOWN'S] SNAP outreach effort by *[Describe the request — an activity you would like the organization to participate in, such as: hosting a health fair or prescreening event; volunteering; distributing informational flyers; promoting events; etc.]*.

The goal of this outreach effort is to ensure that everyone who is eligible for SNAP knows about the program and is able to access benefits. Our organization is helping to promote the nutrition benefits of SNAP.

[Provide local information on what your organization is doing, who you plan to target in your campaign, and the need in your community (number of potentially eligible individuals that are not being served for this type of effort.)]

We hope you will join us in supporting [ORGANIZATION or COALITION NAME's] outreach efforts; we would be honored to work with you. With your support, we are confident that we can reach more of [CITY/STATE's] individuals and families not yet enrolled in SNAP. By participating, *[List benefits to organization such as: reinforces position as community leader; provides opportunity for positive media exposure; offers community service opportunities; etc.]*.

I will contact you in the next few days to further discuss the vital role you can play in helping our community. In the meantime, feel free to contact me at [PHONE NUMBER] should you have any questions. I have also enclosed additional information on SNAP benefits for your review.

Again, we hope you can join us in supporting this important effort, and look forward to speaking with you soon.

Sincerely,

[NAME]

[TITLE]

Partnership Agreement Letter Template

[DATE]

[NAME]

[TITLE]

[BUSINESS/ORGANIZATION]

[ADDRESS]

[CITY], [STATE] [ZIP CODE]

Dear Mr./Ms. [NAME]:

Thank you so much for agreeing to partner with [NAME OF YOUR ORGANIZATION] to help us reach those low-income individuals and families in our community who can benefit from the Supplemental Nutrition Assistance Program (SNAP). Our partnership is part of a larger national effort to ensure that everyone who is eligible for SNAP benefits receives them.

Below is an outline of the partnership specifics we discussed:

(Partner to gain inclusion in the State's SNAP outreach plan and leverage federal reimbursement for SNAP outreach activities.)

In-Kind Donations

- Financial contribution for production of materials such as pamphlets, bus/subway ads, bus/subway shelter ads, pot holders, recipe cards, application assistance, other giveaways, etc.
- In-store space to conduct nutrition events, pre-screenings, etc.
- Placement of PSA or donated print advertisement space, etc.
- Personnel support to help fill out SNAP application forms, obtain verification documents, submit completed applications on behalf of clients, etc.

Promotional Opportunities

- Appearance of company name in SNAP media materials.
- Visibility in Advertising, Media and Event Signage
- Your company's logo on SNAP signage and in outreach materials.
- Opportunity for a company representative to attend/participate at event(s).

We're so glad you see the value of partnering on such an important outreach effort. Please feel free to call me at [PHONE NUMBER] with any questions. Thank you once again.

Sincerely,

[NAME]

[TITLE]



Tips & Tools

How can I initiate a partnership? If a relationship is not currently in place, a good way to initiate a partnership is by sending a letter to a community relations, marketing, or communications contact. Your letter should outline your outreach effort, provide background information on your organization and SNAP, and describe the nature of your partnership request. This is a template letter that you can use with your own letterhead.